



general findings

priorities

- When asked to rank their priorities regarding parks and recreation facilities, respondents indicated that maintaining existing facilities is their top priority, upgrading existing facilities is their second priority, and building new facilities is their third priority. These rankings vary somewhat by ward.

- When asked to rank their priorities regarding parks and recreation programming, respondents overwhelmingly indicated that youth programming is their top priority. Senior programs and general health and fitness programs were the second and third priorities of respondents.

- The vast majority of respondents would support a tax measure for improvements to and acquisition of parks, depending upon the facilities proposed. A significant number would support a tax measure for such purposes depending upon both the facilities and amounts proposed.

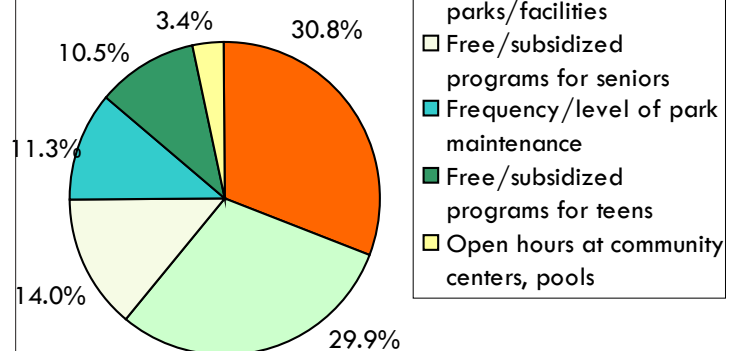
- If the parks and recreation budget were decreased, respondents in all wards would want the financially subsidized use of park athletic fields by youth sports organizations to be reduced or eliminated, as well as plans to construct new parks and facilities.

- If the parks and recreation budget were decreased, respondents in all wards would want to avoid eliminating or reducing operational hours at existing community centers and swimming pools.

Table 3.3
Top Facility Priorities, City-Wide

Action	1st Priority	2nd Priority	3rd Priority
Build new facilities	38%	13%	49%
Upgrade existing facilities	40%	44%	16%
Maintain existing facilities	37%	36%	27%

Target Areas if Funding is Decreased



recreation habits & preferences

- Swimming, walking, hiking, weight training and going to the gym were the top “active” recreation activities of respondents in all wards based upon statistical (specific answers tabulated numerically) and write-in data (open-ended answers). Youth and parents also frequent playgrounds as an “active” recreation activity.

- Reading, listening to music, participating in family activities, gardening, arts and crafts* and gourmet cooking were the top “passive” recreation activities of respondents in all wards based upon statistical and write-in data.

- When asked what activities they would most like to do, respondents selected a large number of activities in which they already participate—walking, exercise/aerobics, family activities, listening to music, and gourmet cooking.

- Activities that respondents would like to do but currently do not include attending concerts, fairs and festivals and indoor swimming. These interests hold true across all wards.

- The activities Las Vegas respondents do most they also participate in more frequently than other communities (the last 15 surveyed by MIG) on average.

- When provided the opportunity to suggest additional activities not listed elsewhere in the questionnaire, respondents most often wrote in activities (swimming, walking, exercising) that also rated highly in the statistical results.

Table 3.4 Recreation Participation & Desires, City-Wide	
Top 10 Activities Currently Participated In	Top 10 Activities Respondents Would Most Like To Do
Music (listening)	Walking for Pleasure
Walking for Pleasure	Concerts (attend)
Exercise/Aerobics	Exercise/Aerobics
Family Activities	Family Activities
Swimming (outdoor)	Fairs and Festivals
Weight Training	*Arts and Crafts
Gardening	Swimming (indoor)
Other (various answers)	Music (listening)
Playground (visit/play)	Cooking (Gourmet)
Cooking (Gourmet)	Cultural Events (attending)

*several activities that could be grouped as “Arts and Crafts” were included in the list. While Arts and Crafts does not appear on the current participation list, the sum of all similar activities would rank in the top five of both of these lists.

facilities

- 69.4% of respondents feel that additional outdoor recreation facilities are needed in their area. Respondents from Wards 3, 5 and 6 expressed a strong desire for additional facilities. Ward 4 is almost evenly split regarding the need for additional outdoor recreation facilities.
- In all wards of the City, respondents indicated a need for basic park amenities, such as paved trails, picnic areas, playgrounds and basketball courts.
- Construction of indoor swimming pools, football, soccer, baseball and softball fields received strong support statistically and in write-in responses.
- The top statistical reason as to why respondents do not use parks in their area is that they feel unsafe. This reason is cited more in Wards 1, 3 and 5, than in Wards 2, 4 and 6.
- The top statistical reason as to why respondents do not use cultural/community centers is that these facilities do not have the activities or amenities that would encourage them to participate. This is true across all wards.
- Construction of water-related specialized facilities received strong support City-wide: these facilities could include water play parks and small water playgrounds.
- Support for an indoor recreation center is very strong across all wards. Only 1.3% of all respondents indicated that “no additional indoor recreation center is needed in my area” when asked what amenities should be featured if a multi-purpose recreation center were built in a respondent’s ward.
- If a multi-purpose indoor recreation center

Desire for New Outdoor Facilities, by Ward

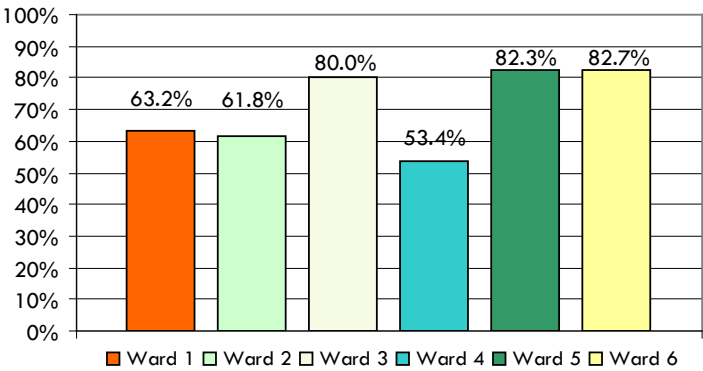


Table 3.1 Top 10 Facility Choices, City-Wide		
Facility	Selections	Percent*
Water play park (slides, sprays, etc.)	593	34.4%
Family picnic area	553	32.1%
Swimming pool (lap and diving pool)	539	31.2%
Basketball court	483	28.0%
Dog park (exercise run)	434	25.2%
Small water playground in local park	424	24.6%
Tot lot playground	415	24.1%
Sports fields	408	23.7%
Paved trails	406	23.5%
Open grass area	405	23.5%
TOTAL RESPONSES TO QUESTION	9536	--

*Percent of surveys including this response, based on 1787 surveys

were built in respondents' wards, construction of active amenities such as indoor swimming pools, multi-use gymnasiums and weight and fitness rooms is most preferred. Support was also widely demonstrated for arts and crafts centers.

- Sports fields were the facility that most respondents desired to be within walking distance of their homes.
- Across all facilities and wards, respondents were most willing to visit a facility if it was within a 10 minute drive or less. Respondents were most willing to handle long commutes (10-15 minute drives) to attend senior facilities.
- When recreation habits (both actual and desired) are compared to indoor recreation facility priorities, several parallels exist. Interest in swimming is high, as is the expressed need for an indoor swimming pool. Likewise, interest in weight training and exercise is high, and a weight/fitness room, multi-use gymnasium and room for aerobic and exercise are at the top of the indoor recreation center list of amenities.
- These trends are true for passive recreation habits as well. Arts and crafts are relatively high on the list of recreation interests, and an arts and crafts center ranked fourth in the list of indoor amenities needed. The same is true for a performing arts center; interest in concerts and cultural activities was relatively high, and a performing arts center is sixth in the list of indoor recreation center amenities needed.
- Arts and crafts facilities are also supported by the participation data. While no one activity was in the top ten by participation, the total of the four arts and crafts activities (Arts & Crafts, Painting/Sketching, Crafts, Pottery/Ceramics) would place a generalized category in the top 5 activities participated in.

Facility	Selections	Percent*
Indoor swimming pool	934	54.1%
Weight room/fitness room	859	49.8%
Multi-use gymnasium	854	49.5%
Arts and crafts center	814	47.2%
Room for aerobics and exercise	791	45.9%
Space for teen activities	669	38.8%
Performing arts center	665	38.6%
Cooking class kitchen	645	37.4%
Dance classroom	612	35.5%
Space for senior activities	611	35.4%
TOTAL RESPONSES TO QUESTION	11529	--

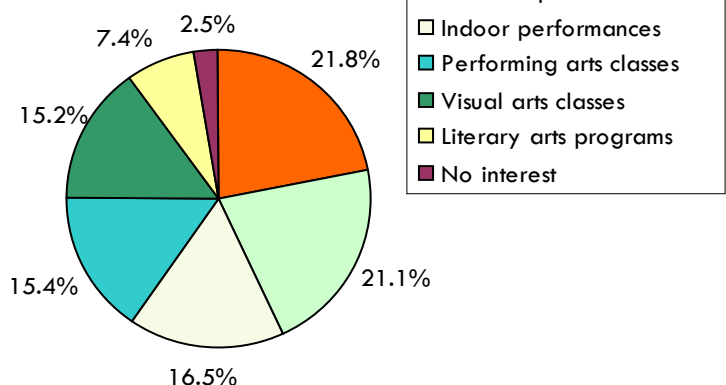
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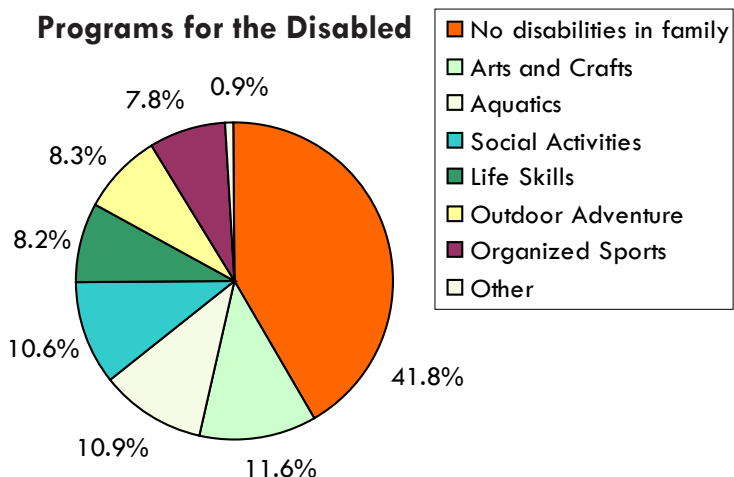
programming

- Community art festivals, community special events and outdoor concerts are the most popular cultural programs for respondents in all wards.
- Most respondents find out about City recreation programs and services via word of mouth, program guides and local newspaper advertisements.
- Respondents in Ward 3 also discover programs and services via television and flyers at school; many respondents in Ward 5 rely upon radio to learn about programs and services.
- Survey respondents indicated that arts and crafts activities, aquatics programs, and social activities (such as dances) are needed for residents with disabilities. These responses were consistent across all wards. 42 percent of responses indicated that no family member has a disability. The phrasing of this question allowed non-disabled people to respond and results should not be interpreted as necessarily representing the opinions of the disabled community.
- Interest in extreme sports-related activities, such as dirt biking, ATV and ORV riding, was low in all wards. When asked how often they participate in such activities, most respondents indicated they rarely participate in such sports, with an overall ranking of these activities at 36 out of 50 potential activities. While not frequent participants, respondents from Ward 6 do participate in these sports more often than any other ward, however, with participation rates over twice that of the city-wide average.

Interest in Cultural Programs



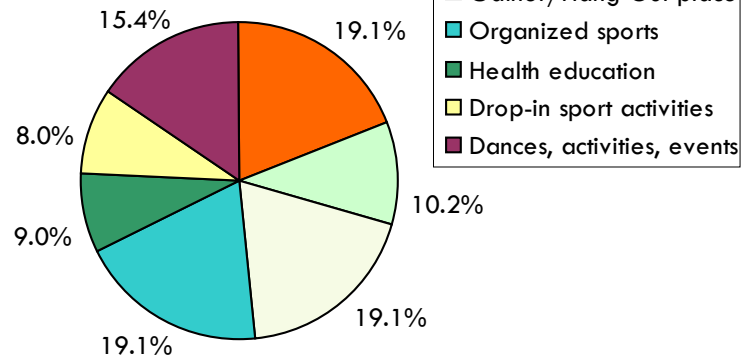
Programs for the Disabled



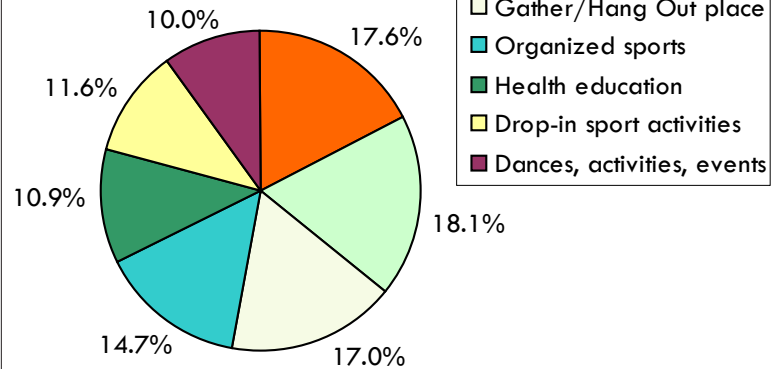
programming: teens

- Pre-teen and teenage respondents feel that organized sports, special interest classes and a place to gather or hang out would best meet their recreation needs.
- Adult respondents agree with youth priorities. Adults add emphasis on life skills programming.
- Special interest classes, life skills, a place to gather or hang out, and organized sports are supported for teens in relatively equal numbers throughout all wards.

Youth Priorities for Teen Programming



Adult Priorities for Teen Programming



programming: seniors

- Ward 2, the only ward without a city managed senior center, appears to have a conflicting result. While the percentage of respondents who use senior centers about six times a year (the most frequently selected answer) is expectably lower than other wards, the number who use the center more frequently (once or twice a month) is higher than other wards. Respondents from Wards 3 and 6 are particularly low in their use of these facilities.

- The top reason offered by seniors for not using City-managed senior centers is that they are unaware of or unfamiliar with the programs offered.

- Other reasons are that they are too busy and that senior centers are inconveniently located. These sentiments hold true throughout the wards.

- Indoor space for senior activities is ranked highly as a facility need but current use of City-managed facilities is very low. This discrepancy may be attributed to the fact that the majority of respondents who are eligible to use such facilities do not use them because they are unfamiliar with the programs offered. This could indicate a need for greater marketing of existing programs and facilities; if this is accomplished, the need for additional facilities should be reevaluated to gauge interest in additional construction.

Senior Reasons for Not Using Senior Centers

